IN THE CLAIMS

Please amend the claims as follows where new material is indicated with an underline and deleted material is indicate by ~~strikethrough~~ or [[brackets]].

1. (Currently Amended) A data modification device, said data modification device comprising:

a data modification unit coupled to an incoming data terminal, a local data terminal, and a data distribution terminal, wherein the data modification unit is adapted to selectively combine data from the incoming data terminal and the local data terminal in accordance with an instruction set; [[,]]

a data stripper for extracting meta data parameters from a data signal wherein the extracted meta data parameters include a substitution determination ~~priority level parameter, a geographical region parameter where the processor operates, and a unique processor component identification~~ parameter, said substitution determination parameter specifying conditions when a subset of original broadcast meta data in said data signal should be replaced;

an evaluator for evaluating ~~comparing~~ the substitution determination parameter with respect to a local state of said data modification device ~~extracted meta data parameters to one or more predetermined local meta data parameter values tailored to a local market~~; and

an inserter for substituting said subset of original broadcast meta data in ~~inserting one or more of the predetermined local meta data parameter values into~~ the data signal with local meta data based on the evaluator comparison.

2. (Currently Amended) The data modification device as set forth in [[of]] claim 1, wherein the substitution determination parameter comprises a multi-level priority parameter ~~data modification unit comprises: a processor configured to execute the instruction set~~.

3. (Currently Amended) The data modification device as set forth in [[of]] claim 2, wherein the substitution determination parameter comprises a geographic region identifier parameter ~~data stripper is coupled to the incoming data terminal, the processor is coupled to the local data terminal, and the data insertion unit is coupled to the data distribution terminal~~.

4. (Currently Amended) The data modification device as set forth in [[of]] claim 1, wherein the substitution determination parameter comprises a unique identifier for said data modification device ~~incoming data terminal is adapted to receive a data signal from a broadcasting source~~.

5. (Currently Amended) The data modification device as set forth in [[of]] claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to a TCP/IP [[TCP-IP]] standard.

6. (Currently Amended) The data modification device as set forth in [[of]] claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to an ATVEF standard.

7. (Currently Amended) The data modification device as set forth in [[of]] claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to a DOCSIS standard.

8. (Currently Amended) The data modification device as set forth in [[of]] claim 4, wherein the broadcasting source is an NTSC format.

9. (Currently Amended) The data modification device as set forth in [[of]] claim 4, wherein the broadcasting source is an MPEG2 format.

10. (Currently Amended) The data modification device as set forth in [[of]] claim 4, wherein the broadcasting source is an HDTV format.

11. (Currently Amended) The data modification device as set forth in [[of]] claim 4, wherein the broadcasting source is an DVD format.

12. (Currently Amended) The data modification device as set forth in [[of]] claim 4, wherein the broadcasting source is an DBS format.

13. (Currently Amended) The data modification device as set forth in [[of]] claim 4, wherein the data signal comprises a video data component and a meta data component.

14. (Currently Amended) The data modification device as set forth in [[of]] claim 1, wherein the local data terminal is adapted to receive a data signal from a storage device.

15. (Currently Amended) The data modification device as set forth in [[of]] claim 14, wherein the storage device is a recordable disk.

16. (Currently Amended) The data modification device as set forth in [[of]] claim 14, wherein the storage device is a RAM.

17. (Currently Amended) The data modification device as set forth in [[of]] claim 14, wherein the storage device is a computer database.

18. (Currently Amended) The data modification device as set forth in [[of]] claim 1, wherein the data distribution terminal is adapted to transmit a data signal to a distribution channel.

19. (Currently Amended) The data modification device as set forth in [[of]] claim 2, wherein the data stripper is adapted to separate an incoming signal into a video data component and a meta data component.

20. (Currently Amended) The data modification device as set forth in [[of]] claim 2, wherein the processor is a reprogrammable device.

21. (Currently Amended) The data modification device as set forth in [[of]] claim 2, wherein the processor is an ASIC.

22. (Currently Amended) The data modification device as set forth in [[of]] claim 1, further comprising a receiver adapted to display the combined data from the incoming data terminal and the local data terminal.

23. (Currently Amended) The data modification device as set forth in [[of]] claim 22, wherein the receiver is an NTSC enabled television.

24. (Currently Amended) The data modification device as set forth in [[of]] claim 22, wherein the receiver is an HDTV enabled television.

25. (Currently Amended) The data modification device as set forth in [[of]] claim 22, wherein the receiver is an MPEG2 enabled television.

26. (Currently Amended) The data modification device as set forth in [[of]] claim 22, wherein the receiver is an DVD enabled television.

27. (Currently Amended) The data modification device as set forth in [[of]] claim 22, wherein the receiver is an DBS enabled television.

28. (Currently Amended) A data modification system for selective insertion of local meta data into an incoming data stream[[.]], the incoming data stream having a video data component and a meta data component, the data modification system comprising:

a data modification unit coupled to an incoming data terminal and a local data terminal, wherein the data modification unit is adapted to selectively combine data from the incoming data terminal and the local data terminal,

a data stripper for extracting meta data parameters from the incoming data stream wherein the extracted meta data parameters include a substitution determination ~~priority level parameter, a geographical region parameter where the processor operates, and a unique processor component identification~~ parameter, said substitution determination parameter specifying conditions when a subset of original broadcast meta data in said incoming data stream should be replaced;

an evaluator for evaluating ~~comparing~~ the substitution determination parameter with respect to a local state of said data modification system ~~extracted meta data parameters to one or more predetermined local meta data parameter values tailored to a local market~~; and

an inserter for substituting said subset of original broadcast meta data in ~~inserting one or more of the predetermined local meta data parameter values into~~ the incoming data stream with local meta data based on the evaluator comparison.

29. (Currently Amended) The data modification system as set forth in [[of]] claim 28, wherein the substitution determination parameter comprises a multi-level priority parameter ~~data modification unit comprises: a data distribution terminal; and a processor coupled to the local data terminal~~.

30. (Currently Amended) The data modification system as set forth in [[of]] claim 28 [[29]], wherein the substitution determination parameter comprises a geographic region identifier parameter ~~processor is adapted to execute an instruction set~~.

31. (Currently Amended) A method of selectively modifying a data signal, said method comprising:

receiving a data signal, the data signal comprising a first data component and a second data component;

separating the first data component from the second data component;

extracting meta data parameters from the data signal wherein the extracted meta data parameters include a substitution determination ~~priority level parameter, a geographical region parameter where the data signal is received, and a unique processor component identification~~ parameter, said substitution determination parameter specifying conditions when a subset of said second data component in said data signal should be replaced;

determining whether to replace a subset of ~~modify~~ the second data component by evaluating ~~comparing~~ the extracted substitution determination parameter with respect to a local state ~~parameters to one or more predetermined local meta data parameter values tailored to a local market~~;

retrieving a third data component from a database, wherein the third data component includes local meta data from a local meta data center ~~represented by the local meta data parameter values tailored to a local market~~; and

replacing a subset of said second data component with ~~merging~~ the third data component ~~with the first data component~~ based on the evaluation ~~comparison; and~~

~~outputting the third data component and the first data component to a distribution terminal~~.

32. (Currently Amended) The method as set forth in [[of]] claim 31, wherein the substitution determination parameter comprises a multi-level priority parameter ~~first data component comprises a video component and the second data component comprises a meta data component~~.

33. (Currently Amended) The method as set forth in [[of]] claim 31, wherein the substitution determination parameter comprises a geographic region identifier parameter ~~determining whether to modify the second data component is a logic function programmed into a processor~~.

34. (Currently Amended) The method as set forth in [[of]] claim 33, wherein the processor is a reprogrammable circuit.

35. (Currently Amended) The method as set forth in [[of]] claim 33, wherein the processor is an ASIC.

36. (Currently Amended) The method as set forth in [[of]] claim 31, wherein the substitution determination parameter comprises a unique identifier for a machine implementing said method ~~third data component replaces the second data component~~.

37. (Currently Amended) The method as set forth in [[of]] claim 31, where the first ~~third~~ data component comprises video ~~is a local meta data component~~.

38. (Currently Amended) A method of selectively modifying a data signal comprising:

receiving a data signal, the data signal comprising a first data component and a second data component;

separating the first data component from the second data component wherein the second data component further comprises meta data parameters and wherein the meta data parameters include a substitution determination ~~priority level parameter, a geographical region parameter where the data signal is received, and a unique processor component identification~~ parameter, said substitution determination parameter specifying conditions when a subset of the second data component in said data signal should be replaced;

determining whether to replace a subset of ~~modify~~ the second data component by evaluating ~~comparing~~ the substitution determination parameter with respect to a local state ~~second data component parameters to one or more predetermined local meta data parameter values tailored to a local market~~;

if replacement ~~modification~~ of said subset of the second data component is not required [[,]] then

forwarding the second data component, and [[;]]

merging the forwarded second data component with the first data component; and

~~outputting the forwarded second data component and the first data component to a distribution terminal;~~

if replacement ~~modification~~ of said subset of the second data component is required [[,]] then

retrieving a third data component from a database, wherein the third data component includes local meta data from a local meta data center ~~represented by the local meta data parameter values tailored to a local market~~, [[;]]

forwarding the third data component, and [[;]]

replacing a subset of said second data component with ~~merging~~ the third data component ~~with the first data component~~ based on the comparison~~; and~~

~~outputting the third data component and the first data component to a distribution terminal~~.

39. (Currently Amended) The method as set forth in [[of]] claim 38, wherein the substitution determination parameter comprises a multi-level priority parameter and said local state comprises a local priority parameter ~~first data component comprises a video data component, the second data component comprises a meta data component, and the third data component comprises a local meta data component~~.

40. (Currently Amended) The method as set forth in [[of]] claim 38, wherein the substitution determination parameter comprises a geographic region identifier parameter and said local state comprises a geographic identifier ~~third data component replaces the second data component~~.

41. (Currently Amended) A data modification system for selective insertion of local meta data into a data stream, the data stream having a video data component and a meta data component, the data modification system comprising:

a data stripper for extracting meta data parameters from the data stream wherein the extracted meta data parameters include a substitution determination ~~priority level parameter, a geographical region parameter where a processor operates, and a unique processor~~

~~component identification~~ parameter, said substitution determination parameter specifying conditions when a subset of meta data component in said data stream should be replaced;

a data storage device for storing local meta data;

the processor coupled to the data storage device and the data stripper, the processor for evaluating ~~comparing~~ the extracted substitution determination parameter with respect to a local state of said data modification system ~~meta data parameters to one or more predetermined local meta data parameter values tailored to a local market~~; and

a data insertion unit coupled to the processor, the data insertion unit for replacing said subset of meta data component with ~~inserting one or more of the predetermined~~ local meta data ~~parameter values into the video broadcast signal~~ based on the evaluation ~~comparison~~.

42. (Currently Amended) A data modification system for selective insertion of local meta data into a data stream, the data stream having a video data component and a meta data component, the data modification system comprising:

means for extracting meta data parameters from the data stream wherein the extracted meta data parameters include a substitution determination ~~priority level parameter, a geographical region parameter where means for comparing operate, and a unique processor component identification~~ parameter, said substitution determination parameter specifying conditions when a subset of original broadcast meta data in said data signal should be replaced;

means for storing the local meta data;

[[the]] means for evaluating ~~comparing~~ the extracted substitution determination parameter with respect to a local state of said data modification system ~~parameters to one or more predetermined local meta data parameter values tailored to a local market~~; and

means for replacing said subset of original broadcast meta data with ~~inserting one or more of the predetermined~~ local meta data ~~parameter values into the data stream signal~~ based on the evaluation ~~comparison~~ of the extracted substitution determination parameter ~~parameters to the one or more predetermined local meta data parameter values tailored to local market~~.

43. (Currently Amended) A computer-readable medium having computer executable instructions for performing a method of selectively modifying a data signal, the method comprising:

receiving a data signal, the data signal comprising a first data component and a second data component;

separating the first data component from the second data component;

extracting meta data parameters from second data component wherein the extracted meta data parameters include a substitution determination ~~priority level parameter, a geographical region parameter where the data signal is received, and a unique processor component identification~~ parameter, said substitution determination parameter specifying conditions when a subset of original broadcast meta data in said data signal should be replaced;

determining whether to replace a subset of ~~modify~~ the second data component by evaluating ~~comparing~~ the extracted substitution determination parameter with respect to a local state ~~parameters to one or more predetermined local meta data parameter values tailored to a local market~~;

if replacement ~~modification~~ of said subset of the second data component is not required [[,]] then

forwarding the second data component, [[;]]

merging the forwarded second data component with the first data component; and

~~outputting the forwarded second data component and the first data component to a distribution terminal;~~

if replacement ~~modification~~ of said subset of the second data component is required [[,]] then

retrieving a third data component from a database, wherein the third data component includes local meta data from a local meta data center ~~represented by the local meta data parameter values tailored to the local market~~, [[;]]

forwarding the third data component, [[;]]

replacing a subset of said second data component with ~~merging~~ the third data component ~~with the first data component~~ based on the evaluation ~~comparison; and~~

~~outputting the third data component and the first data component to a distribution terminal~~.

44. (Currently Amended) A method of controlling a display of enhanced television content for viewers from a distribution point comprising:

receiving a broadcast signal comprising a video component and a generic meta data component, the generic meta data component comprising triggers and broadcast meta data;

extracting meta data parameters from the generic meta data component wherein the extracted meta data parameters include a substitution determination ~~priority level parameter, a geographical region parameter where the broadcast signal is received, and a unique processor component identification~~ parameter, said substitution determination parameter specifying conditions when a subset of said broadcast meta data in said broadcast signal should be replaced;

evaluating the substitution determination parameter with respect to a local state ~~generic meta data component~~ to determine whether to replace said subset of said broadcast meta data with ~~make an insertion of~~ local meta data ~~into the broadcast signal by comparing the extracted parameters to one or more predetermined local meta data parameter values tailored to a local market~~;

replacing said subset of said broadcast meta data with ~~inserting~~ the local meta data ~~into the broadcast signal~~ in response to a determination in the evaluating step ~~to make the insertion~~ to obtain a modified broadcast signal; and

broadcasting the modified broadcast signal to the viewers in a [[the]] local market.

45. (Currently Amended) The method as set forth in [[of]] claim 44 wherein the substitution determination parameter comprises a multi-level priority parameter and said state comprises a local multi-level priority parameter ~~local meta data comprises triggers~~.

46. (Currently Amended) The method as set forth in [[of]] claim 44 wherein:

the generic meta data component further comprises content; and

the local meta data comprises triggers and content.

47. (Currently Amended) The method as set forth in [[of]] claim 44, said method further comprising:

repeating the evaluating step; and

broadcasting the broadcast signal to the viewers in response to a determination in the repeated evaluating step to not make the insertion.

48. (Currently Amended) The method as set forth in [[of]] claim 47 wherein the substitution determination parameter comprises a geographic region identifier parameter and said local state comprises a geographic identifier ~~inserting step comprises: substituting the local meta data for the generic meta data in the broadcast signal in response to a determination in the evaluating step to make the insertion, to obtain the modified broadcast signal~~.

49. (Currently Amended) The method as set forth in [[of]] claim 44, said method further comprising:

stripping the generic meta data component from the broadcast signal prior to the evaluating step.

50. (Currently Amended) The method as set forth in [[of]] claim 49, said method further comprising:

repeating the evaluating step;

inserting the generic meta data component back into the broadcast signal in response to a determination in the repeated evaluating step to not make the insertion, to obtain a reconstructed broadcast signal; and

broadcasting the reconstructed broadcast signal to the viewers.

51. (Currently Amended) The method as set forth in [[of]] claim 44 wherein the substitution determination parameter comprises a unique identifier and said local state comprises a unique identifier for a machine implementing said method ~~further comprising:~~

~~characterizing the distribution point by a local parameter that includes a priority level parameter, a geographical region parameter, and an ID parameter;~~

~~wherein the generic meta data component further comprises content and a plurality of announcements, each of which includes a generic parameter selected from the priority level parameter, the geographical region parameter, and the ID parameter; and~~

~~wherein the evaluating step comprises comparing values of the generic parameters and the local parameter~~.

52. (Currently Amended) The method as set forth in [[of]] claim 51 wherein the generic parameters and the local parameter are defined by options established by an Advanced Television Enhancement Forum specification.

53 - 55. (Cancelled)

56. (Currently Amended) A system for controlling a display of enhanced television content for a first group of viewers comprising:

a first distribution point comprising:

a first broadcast signal receiver for receiving a broadcast signal comprising a video component and a first meta data component, the first meta data component comprising triggers and broadcast meta data;

a first local meta data center for storing first local meta data of particular relevancy to a second group of viewers that includes the first group of viewers;

a first data stripper for extracting first meta data parameters from the first meta data component wherein the extracted first meta data parameters include a first substitution determination ~~priority level parameter, a geographical region parameter where the second group of viewers is located, and a unique processor component identification~~ parameter, said first substitution determination

parameter specifying conditions when a subset of said broadcast meta data in said broadcast signal should be replaced;

a first processor component coupled to the first broadcast signal receiver for evaluating ~~comparing~~ the first substitution determination parameter with respect to a local state ~~first extracted meta data parameters to one or more predetermined first local meta data parameter values~~ to determine whether to replace said subset of said broadcast meta data in ~~make an insertion of the first local meta data into~~ the broadcast signal;

a second processor component coupled to the first local meta data center for selecting [[the]] first local meta data in response to a signal from the first processor component to make the replacement of said subset of said broadcast meta data ~~insertion of first local meta data~~;

a first inserter coupled to the second processor component for receiving the first local meta data, and further coupled to the first broadcast signal receiver for replacing said subset of said broadcast meta data with ~~inserting~~ the first local meta data ~~into the broadcast signal~~ to obtain a first modified broadcast signal; and

a first transmitter coupled to the first inserter for broadcasting the first modified broadcast signal; and

a second distribution point comprising:

a second broadcast signal receiver for receiving the first modified broadcast signal from the first transmitter, the first modified broadcast signal comprising the video component and the first local meta data component;

a second local meta data center for storing second local meta data of particular relevancy to the first group of viewers;

a second data stripper for extracting second meta data parameters from the first meta data component wherein the extracted second meta data parameters include a second substitution determination ~~priority level parameter, a geographical region parameter where the first group of viewers is located, and a unique processor identification~~ parameter, said second substitution determination parameter

specifying conditions when a subset of said first local meta data in said first modified broadcast signal should be replaced;

a third processor component coupled to the second broadcast signal receiver for evaluating ~~comparing~~ the second substitution determination parameter with respect to a local state ~~extracted parameters to one or more predetermined second local meta data parameter values~~ to determine whether to replace said subset of said first local meta data in ~~make an insertion of the second local meta data into~~ the broadcast signal;

a fourth processor component coupled to the second local meta data center for selecting [[the]] second local meta data in response to a signal from the third processor component to make the replacement of said subset of said first local meta data ~~insertion of second local meta data~~;

a second inserter coupled to the second processor component for receiving the second local meta data, and further coupled to the second broadcast signal receiver for replacing said subset of said first local meta data with ~~inserting~~ the second local meta data ~~into the first modified broadcast signal~~ to obtain a second modified broadcast signal; and

a second transmitter coupled to the second inserter for broadcasting the second modified broadcast signal to the first group of viewers.